



2003-2004  
Missouri Department of Agriculture  
**Marketing AgriMissouri Products Contest**  
**GUIDELINES**

**Note:** This is a new contest that combines the previous Missouri Agricultural Products of the 21<sup>st</sup> Century Contest and the Promoting AgriMissouri Products Pays Contest

**Sponsored by:**  
Division of Market Information and Outreach  
The AgriMissouri Program  
Missouri Governor's Conference on Agriculture

**Purpose**

Agricultural production plays a vital role in our state's economy. As new technology and consumer trends emerge, so will new products using Missouri agricultural commodities. The agriculture industry of the future

requires that more producers know how to market their commodities in addition to producing and processing them. A key component in our agricultural industry's success is the development of talented agricultural leaders who possess the skills and resources to lead Missouri agriculture. These leaders need the expertise to add value to and market Missouri's agriculture products. A priority of the Missouri Department of Agriculture is to promote locally produced products and improve recognition of the AgriMissouri brand.

### **Goals and Objectives**

- Develop public speaking and presentation skills
- Develop and demonstrate professional marketing techniques and research abilities
- Increase the awareness and sale of Missouri value-added agricultural products through FFA fund-raisers
- Increase awareness of Missouri value-added agricultural products among students and consumers

### **Benefits**

- Designed to work with the curriculum of an agriculture marketing or sales class
- Teaches students the importance of planning a marketing strategy

### **Format**

The Marketing AgriMissouri Products Contest is a class/team/chapter activity and will consist of two components.

Part One: **A written marketing plan**

Part Two: **A marketing report**

**Written Marketing Plan** (due October 17, 2003 ) The written marketing plan will outline details of each event the chapter will coordinate during the school year and how it will utilize that event to promote or benefit the AgriMissouri program (e.g. selling AgriMissouri products as fund-raisers or serving them at the chapter banquet).

Six finalists will be chosen to proceed to the finals, held at the Missouri Governor's Conference on Agriculture on Sunday, November 23, 2003. Judges may select one winner from each district to proceed to the final competition. If entries are not received from all six districts, the judges may select enough at-large teams to fill the six finalist slots. Judges have the discretion to institute a minimum point requirement to proceed to the final competition.

**Marketing Report** (due June 15, 2004). The marketing report will cover the chapter's activities during the 2003-2004 school year to promote AgriMissouri products. A chapter must submit a marketing plan in October in order to compete in this second phase of the contest. Awards will be given out at the 2004 Missouri State Fair, day and time to be determined.

### **Written Marketing Plan**

Marketing plays a vital role in any successful business venture, including fundraising. How well you market your business/event is a primary factor that may ultimately determine success or failure. The key element of a successful marketing plan is to know your customers – their likes, dislikes, and expectations. By identifying these factors you can develop a marketing strategy that will allow you to fulfill their needs, keeping in mind

the capabilities of your business. A marketing plan includes product definitions and explanation of how and why the products were chosen, including the plan for successfully marketing those products. Other information that should be incorporated includes: marketing strategy, production costs, product distribution, advertising, promotion, market analysis, target market,, and market research.

1. The product chosen must be a Missouri value-added product included in the on-line edition of the *AgriMissouri Buyers Guide*. The buyers guide is available at <http://www.mda.state.mo.us/Market/c21.htm> . For assistance with AgriMissouri products, participating companies, or AgriMissouri Program related questions, call toll-free 1-888-MOBrand.
2. The marketing plan may be a class project, however three students will need to be chosen for the oral presentation team if chosen to proceed to the finals. One alternate team member is permitted.
3. The marketing report phase is designed to be a chapter competition. Advisors may choose to form teams within their own chapter. If chosen as a winner, a chapter will be asked to send representatives of their choice to accept the award.
4. Students who have participated on a presentation team at the final level may return in following years. At least one team member must not have presented previously. A chapter may not submit the same marketing plan more than once.
5. Official dress is required for the final presentation. Lack of official dress will result in reduction of score.
6. All oral team members must participate in the presentation.
7. The marketing plan must be the original work of the class or presenters; however information and figures may be obtained from outside sources as long as proper credit is given.
8. Marketing plans that do not follow the guidelines may receive a reduced score or be disqualified.

**EXAMPLE:** *Please submit your timeline in the form of a table as shown in this example. Headings should be arranged in a similar fashion however, content is up to you.*

**Strategy:** i.e.- Increase dollar amount of AgriMissouri products sold through chapter fund-raisers and number of times AgriMissouri products are promoted at all chapter events.

<u><b>TASK</b></u>	<u><b>Responsible Party</b></u>	<u><b>Start Date</b></u>	<u><b>End Date</b></u>	<u><b>Status</b></u>
Visit with Missouri companies at 2003 State FFA Convention	Ag Advisor and Chapter Officers	April 25, 2003	April 25, 2003	Completed
Prepare Marketing Plan for 2003-2004 school year.	Ag Marketing Class	Sept 1, 2003	June 1, 2003	Ongoing

The written marketing plan must be no more than six pages, typed and double-spaced, including one cover page listing:

**Chapter Name**  
**School Name**  
**FFA District**  
**Advisor Name**  
**Address**

Phone  
E-mail

**Entry Deadline: Postmarked or received electronically by 5:00 p.m. on October 17, 2003**

**Submit to: Marla Young**  
**Missouri Department of Agriculture**  
**PO Box 630, 1616 Missouri Blvd.,**  
**Jefferson City, MO 65102**  
**[Marla\\_Young@mail.mda.state.mo.us](mailto:Marla_Young@mail.mda.state.mo.us)**  
**573-751-2670**

Advisors will be notified by email that their marketing plan has been received. If you do not receive confirmation, please contact the department. Finalists will be notified by telephone or mail no later than Oct 31, 2003.

### **Oral Marketing Presentation**

Each chapter chosen as a finalist will select a team (three members and one alternate) to represent them in the oral presentation competition. Teams will develop a presentation that is based on and builds upon the information included in the written plan. (Note: The written plan should not be read verbatim during the marketing presentation!) All events and products must be fully described, including how and why the event and/or products were chosen and how the items will be marketed. Teams may want to include information such as: the product's benefits in comparison to competitor's products, community benefits, chapter benefits, target market, etc.

The presentation must involve all members of the team and last a minimum of eight minutes and a maximum of ten minutes. Five points will be deducted for each thirty seconds under eight or over ten minutes. During the final round a timekeeper will signal the end of eight minutes and each minute after that until the maximum ten minutes is reached.

A maximum of ten minutes will be allotted for set up. Only team members are allowed to set up for the presentation. Pictures, samples, scale models, brochures, or audiovisual equipment may be used as a part of the sales demonstration. Two easels, one table (6 or 8 foot), and electricity will be provided. All audiovisual equipment and extension cords are the responsibility of the team.

The six winning district teams (each with 3 members and 1 advisor) will be provided registration through Monday lunch to the Missouri Governor's Conference on Agriculture. One night's lodging (one room only) will also be provided. Each chapter will receive a lodging voucher for one night's lodging for one room. Schools will be responsible for making their own room arrangements directly with Tan-Tar-A by calling 1-800-Tan-Tar-A. The deadline for room reservations is Friday, November 7. Additional chaperones will be responsible for their lodging, registration and meal costs.

Judges will be allowed up to ten minutes for questions and up to 10 minutes for scoring. Judges' comments will be sent to the team's advisor following the contest. The top three scoring teams will be selected. Please see attached judging criteria.

Finalists will be informed of their presentation time prior to November 23<sup>rd</sup>. Three judges and two staff (one time keeper and one doorperson) will be in the room during the presentation. **NOTE: Teams may not watch**

**other team's presentations.** Guests may watch a presentation but cannot leave the room until all six teams have completed their presentations.

After all presentations are complete, the judges will be available to all teams for a maximum of ten minutes each (on a first come first serve basis) to discuss their presentations.

To ensure fairness and objectivity, the list of judges for the area and final rounds will not be available until after the contest is completed. There will be a different set of judges for the district and final round.

All six teams will be introduced and the three winning teams announced at the Monday luncheon on November 24. The winning team will receive a \$500 check for its chapter; second-place team, \$400; third-place team, \$300.

**Judging Criteria:**

**The Marketing Plan:**

**Written Presentation:  
(40 points)**

- Free of grammatical and typographical errors
- Meets all guidelines (judges may deduct 1- 10 points for the omission of required information)
- Organization
- Professional appeal

**Marketing Plan:  
(40 points)**

- Advertising
- Market analysis
- Strategy
- Research done by team
- Originality
- Promotion
- Target market

**Product Information:  
(20 points)**

- Product Description
- Production costs
- Does the product meet health/safety requirements?
- Correspondence with company

**Oral Presentation:**

**Approach:  
(50 points)**

- Effectiveness of marketing plan
- Extent to which the written plan and oral presentation correspond
- Organization of the presentation
- Overall effect of the presentation

**Question/Answer  
(50 points)**

- Presenters' ability to answer judges' questions

**Marketing Report (due June 15, 2004)**

**Note:** An application for entry in the Post Marketing Report competition will automatically be mailed to all chapters submitting a written marketing plan.

**Due Date: Postmarked or received electronically by 5:00 p.m. on June 15, 2004**

Prizes:	First	\$1,000
	Second	\$700
	Third	\$500

Awards will be presented at the 2004 Missouri State Fair in Sedalia. Date and time to be announced.

(Note: Prize money subject to state appropriation.)

As the marketing plan is a direct reflection of the events a chapter will be doing during the year, it is important to consider items scored in this portion of the contest when writing the marketing plan.

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**Judging Criteria:**

**(25 points)** - Net sales from all fund-raising activities involving Missouri-made products  
Marketing materials including flyers, newspaper ads, brochures, and product lists

**(25 points)** - Correctly incorporating the AgriMissouri logo into promotions

**(20 points each - short answer questions)**

1. Describe your chapter's process in choosing the Missouri-made products sold. Please be detailed and include what was learned in the process (both positive and negative)
2. Describe the reaction of the community and your customers to the chapter selling Missouri-made products
3. Describe customers' satisfaction of the AgriMissouri products sold and indicate if this will be a factor in selling the same Missouri-made products in your next fund-raiser

**(15 points)** - List the Missouri companies with which the chapter did business that are participants in the AgriMissouri Buyer's Guide or AgriMissouri FFA events, such as the State FFA Convention trade show

**(50 points)** - List other AgriMissouri promotional events (example: submitting the marketing plan in November of 2003 or hanging signs in a concession stand that serves Missouri food products identifying which foods are Missouri-made, or any other promotions that might have been listed on your marketing plan.

**(25 points)** -Review and evaluation of marketing plan submitted during the first phase of the Marketing AgriMissouri Products Contest.